

The University of Western Ontario
School of Health Studies
Faculty of Health Sciences
HS 4205: Health Promotion in Practice

Class times: Mondays 4:30 – 5:30pm & Tuesdays 3:30 – 5:30pm
Location: HSB 11
Course Instructor: Dr. Anita Cramp
Email: acramp2@uwo.ca
Office Hour: by appointment

A. Course Description

Health promotion planning and evaluation is essential when revising or creating programs or services. This practical and hands-on course will develop your conceptual and applied understanding of program planning and evaluation elements necessary for planning, designing, and conducting community health promotion programs. Specifically, this course will focus on different types of program evaluation and the steps involved in program evaluation. A major component of program evaluation focuses on collecting data to answer questions such as : “Is this program achieving its goals?”, “Is the program being implemented according to plan?” and “Should the program continue to run?”. Students will gain practical experience through a series of in class exercises and assignments that will help develop skills and strategies for preparing and conducting evaluation activities.

B. Course Objectives

At the outset of this course, you can expect to:

- be knowledgeable about the cycle of health promotion program planning and evaluation
- be knowledgeable about the steps involved in program evaluation
- have an understanding of the different types and methods of program evaluation
- have had an opportunity to prepare and execute a health program evaluation

C. Prerequisite Checking

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Please refer to the current Western Academic Calendar at www.westerncalendar.uwo.ca for a list of prerequisites and/or anti requisites.

D. Required Course Materials

NO TEXT REQUIRED

*Readings assigned will be posted on OWL.

E. Evaluation

Your grade will be calculated according to the following breakdown:

I. Group Project – 65%

- There will be one major assignment for this class that will be done in small groups (approximately 5 students per group). The purpose of the group project is to have students complete a program evaluation utilizing all of the information presented during the course. The project will be divided into 4 assignments. Below is a brief outline of each assignment. See *Detailed Group Project Information* posted on Sakai for more information. For all assignments hand in an electronic copy under Assignments in Owl.
- **Assignment 1 (15%) – Evaluation Introduction – Tues Oct 16**
 - Summary of the organization and program you are evaluating
 - Proposed evaluation purpose and questions
 - Program Logic Model

Assignment 2 (20%) – Evaluation Method – Tues Oct 30

- Data Collection Plan and Tools

Assignment 3 (15%) – Results – Tues Nov 20

- Evaluation findings

Assignment 4 (15%) – Final Report – Tues Dec 4

- Submission of Full Evaluation Stakeholder Report

II. Participation – 10%

Participation marks will be based on participating in class discussions and making an equal contribution to your group's project.

III. Final Exam – 25%

The exam will consist of multiple choice and short answer questions.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and [Turnitin.com \(http://www.turnitin.com\)](http://www.turnitin.com)

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating

Late assignments will receive an automatic 5% deduction if not handed in by the due date and a subsequent 10% deducted for every 24-hour period after the due date.

Students may select their own groups. Any concerns regarding group assignments should be discussed with the instructor immediately. A more detailed outline of the assignments will be presented in class and posted on OWL.

Policy on missed exams: In the event that a student misses an exam for medical reasons, religious reasons or other extenuating circumstances, appropriate supporting documentation MUST BE provided in writing. Medical documentation must be presented to an academic counsellor in the School of Health Studies, not the instructor.

F. Use of Electronic Devices

During Exams: Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any of the following electronic devices during ANY of the tests, quizzes, midterms, examinations, or other in-class evaluations: cellphones, smart phones, smart watches, smart glasses, audio players or recorders of any sort, video cameras, video games, DVD players, televisions, laptop/notebook/netbook computers, flashlights or laser pointers.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

G. Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

H. Accommodation for Medical Illness

<http://www.westerncalendar.uwo.ca/2017/pg117.html>

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student's Faculty of registration. For BHSc students, you may go to the School of Health Studies Office in HSB room 222.

I. Support Services

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
Registrar's Office -- <http://www.registrar.uwo.ca/> Ombuds Office -- <http://www.uwo.ca/ombuds/>

J. Health and Wellness

As part of a successful undergraduate experience at Western, we encourage you to make your health and wellness a priority. Western provides several on-campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre as part of their registration fees. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page (<http://www.music.uwo.ca/>), or the McIntosh Gallery (<http://www.mcintoshgallery.ca/>). Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

If you are in emotional or mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: https://uwo.ca/health/mental_wellbeing/education/module.html.

K. Expectations & Responsibilities

Learning occurs in a social environment and is a collaborative experience that requires the active participation of all those involved – teachers, teaching assistants and students. Successful learning happens when the professor, the assistants and the students uphold their respective roles and responsibilities. In this sense, learning is a *co-responsibility* that depends on the instructor, teaching assistants *and* the students coming to class prepared. It is the responsibility of the professor to come to class prepared to lecture on course material. It is also the professor's responsibility to address and respond to student's questions about course material in class and during specified office hours. It is the responsibility of the teaching assistants to assist the professor in the preparation and grading of exams and papers, and to address students' questions about course material during the year and before the final exam. It is the responsibility of students to prepare for class by completing required course readings before class, to attend class regularly and listen to the lectures, take notes in class, and to ask questions about course material in class.

L. Creating and maintaining a respectful and productive learning environment

In order to maintain a respectful and productive learning environment, it is essential that students arrive at class ready to listen and attend to lectures and films. Disrespectful and disruptive behaviour during class (e.g., persistent talking during lectures or films, wearing headphones, using cell phones, facebooking, emailing, and/or surfing the Internet for non-class purposes) is considered disrespectful by the professor who will use her discretion in deciding how best to deal with the situation. If disruptive behaviour persists, the professor may ask the offending student/s to stop talking and/or leave the classroom. The professor has the right to end class early and without warning should noise levels persist. In the case that class is ended without warning due to disruptive behaviour, the uncovered material will be considered testable and students will be responsible for this material on future exams.

Additional Information

The university-wide descriptor of the meaning of letter grades, as approved by Senate:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work that is clearly above average
B	70-79	Good work, meeting all requirements and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable.
F	below 50	Fail

It is expected that the grades for this course will fall between 74% to 80%. In the event that the course average falls outside this range, a constant may be added (or subtracted) from each student's grade, by the instructor, to bring the class average in line with school policy.

Student Code of Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit <http://www.uwo.ca/univsec/board/code.pdf>.

Course Schedule

WK	Date	Topic	DUE
1	Mon Sept 10	Lecture: Overview of Health Promotion	
	Tues Sept 11	Assigned Task: Review Health Promotion Program Examples. Complete Reflection.	Reflection – 11:55pm
2	Mon Sept 17	Lecture: Course Overview, Health Promotion Program Planning Reading: Ontario Agency for Health Protection and Promotion (Public Health Ontario). At a glance: The six steps for planning a health promotion program. Toronto, ON: Queen's Printer for Ontario; 2015	
	Tues Sept 18	Lecture: Health Promotion Program Planning & Implementation	
3	Mon Sept 24	Assigned Task: Create a logic model	Logic Model – 11:55pm
	Tues Sept 25	Lecture: Evaluation Overview & Evaluation Step 1 Reading: Halsall, Garinger & Forneris (2014) <i>mindyourmind</i> : An Overview and Evaluation of a Web-Facilitated Mental Health Program that Applies Empowerment Strategies for Youth. DOI: 10.1080/15398285.2014.952998	
4	Mon Oct 1	Assigned Task: Submit project groups, review project topics, create stakeholder questions.	Stakeholder Questions - 11:55pm
	Tues Oct 2	Lecture: Evaluation Step 1 Cont'd	
5	Oct 8 & 9	Thanksgiving & Fall Reading Week - No Class	
6	Mon Oct 15	Assigned Task: Edit a Survey Questionnaire.	Survey Edits – 11:55pm
	Tues Oct 16	Lecture: Evaluation Step 2	Assignment #1 – 11:55pm
7	Mon Oct 22	<i>Assigned Task: Develop your Evaluation Project questionnaire</i>	
	Tues Oct 23	Lecture: Evaluation Step 2 Cont'd	
8	Mon Oct 29	<i>Assigned Task: Finalize Method Section of Evaluation Project</i>	
	Tues Oct 30	Lecture: Evaluation Step 2 Cont'd	Assignment #2 – 11:55pm
9	Mon Nov 5	Assigned Task: Prepare to collect your data	
	Tues Nov 6	Lecture: Evaluation Step 3	
10	Mon Nov 12	Lecture: Evaluation Step 3 Cont'd	
	Tues Nov 13	Assigned Task: Exam questions	Exam questions -11:55pm
11	Mon Nov 19	Assigned Task: Review APA Illustrations and Figures	
	Tues Nov 20	Lecture: Evaluation Step 4	Assignment #3 – 11:55pm
12	Mon Nov 26	Assigned Task: Review Evaluation Report Examples	
	Tues Nov 27	Lecture: Evaluation Step 4 Cont'd	
13	Mon Dec 3	Lecture: Evaluation Step 4 Cont'd	
	Tues Dec 4	Course Wrap Up	Assignment #4 & Peer Feedback -11:55pm

Evaluation
Data
Collection